

CMA Funerals Market Investigation Order 2021

In the text below, links to further information on third-party websites are underlined and in light blue.

Competition and Markets Authority publishes Funerals Market Investigation Order - compliance is a legal requirement

The Competition and Markets Authority (CMA) has today (160621) published its legally binding Funerals Market Investigation Order 2021, making stringent requirements of all funeral directors in the UK to comply with a range of new rules by 16th September 2021, including the following:

- A standardised price list, additional options price list and pricing information provided by crematorium operators must be displayed "clearly and prominently" in all branches and on your website. If you don't have a website you must display the price list on any other online platforms on which you market your business.

- You must offer the CMA Attended Funeral and supply it to clients if requested. The CMA Attended Funeral comprises the following elements:

1. Taking care of all necessary legal and administrative arrangements.
2. Collecting and transporting the deceased person from the place of death (normally within 15 miles of the Funeral Director's premises) into the Funeral Director's care.
3. Care of the deceased person before the funeral in appropriate facilities.
4. Providing a suitable coffin.
5. Viewing of the deceased person for family and friends, by appointment with the Funeral Director.
6. Provision of a hearse or other appropriate vehicle to take the deceased person direct to the agreed cemetery or crematorium (normally within 20 miles of the Funeral Director's premises) at a date and time agreed between the Customer and Funeral Director.

- Your terms of business must be displayed "clearly and prominently" in all branches and on your website. If you don't have a website you must display the terms on any other online platforms on which you market your business.

- You must disclose financial interests "clearly and prominently" in all branches and online as per the above. Interests include the ultimate ownership of the business and any charitable donations made by your business.

- You are prohibited from entering into arrangements with a third party which could encourage referrals to your business or give you preference over another business.

- You must not solicit customers during the course of work for coroners or the police.
- Crematoria operators must provide your business with price information upon request and must keep this information updated.
- If your business has five or more branches you must supply information on the number of funerals you have arranged between 16th June 2021 and 31st August 2021 and the total revenue for the same period for funeral services to the CMA by the first working day of October 2021. This process is then repeated in April and October each year.
- If your business has 10 or more branches you must supply information as per the above for CMA Attended Funerals, other attended funerals, CMA Unattended Funerals and other unattended funerals for the same dates.
- If you open a new branch that results in your falling into the above reporting requirements you must notify the CMA within 28 days and then comply with the above information submission rules.

Rest-assured, SAIF will do all it can to support members transition to this new regulatory landscape. We are by your side, ready to serve each and every one of you.